

**MINUTES OF THE
MARICOPA ASSOCIATION OF GOVERNMENTS
TRANSPORTATION POLICY COMMITTEE MEETING**

November 13, 2002
MAG Office, Saguaro Room
Phoenix, Arizona

MEMBERS ATTENDING

Mayor Neil Giuliano, Tempe, Chair
Mayor Elaine Scruggs, Glendale, Vice Chair
* Senator Linda Aguirre, Arizona Senate
Benito Almanza, Bank of America Arizona
F. Rockne Arnett, Citizens Transportation
Oversight Committee
Mayor Bill Arnold, Goodyear
Mayor Steven Berman, Gilbert
Dave Berry, Swift Transportation
Councilmember Peggy Bilsten, Phoenix
* Representative Dean Cooley, Arizona House
Councilmember Pat Dennis, Peoria
Mayor Ron Drake, Avondale

Mayor Boyd Dunn, Chandler
Rusty Gant, ADOT
Mayor Keno Hawker, Mesa
*Eneas Kane, DMB Associates
Mayor Mary Manross, Scottsdale
Mayor Lon McDermott, Wickenburg
*James Pulice, Jr., Pulice Construction
Diane Scherer, Phoenix Association of Realtors
Vice Mayor Daniel Schweiker, Paradise Valley
Martin Shultz, Pinnacle West Capital Corp.
Supervisor Don Stapley, Maricopa County
Mayor J. Woodfin Thomas, Litchfield Park

* Not present

#Participated by videoconference or telephone conference call

1. Call to Order

The meeting of the Transportation Policy Committee was called to order by Chairman Neil Giuliano at 5:05 p.m.

Chairman Giuliano stated that transit tickets were available from RPTA for those who used transit to come to the meeting.

Chairman Giuliano stated that at the September 21st TPC Retreat, he had requested that ideas for transportation projects be submitted to MAG by November 1st. He stated that those that have been received are in a packet at each place. These projects will be compiled into a database by HDR Engineering.

Chairman Giuliano stated that he requested that staff prepare a timeline indicating the progress of the Committee and future milestones. The timeline was at each place.

Chairman Giuliano stated that the addendum to the agenda and supporting material, item #9, Discussion of the Results of Recent Transportation Elections, were at each place.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

3. Approval of October 23, 2002 Meeting Minutes

Mayor Hawker moved to approve the minutes of the October 23, 2002 meeting. Mayor McDermott seconded, and the motion carried unanimously.

4. Call to the Audience

Chairman Giuliano stated that an opportunity is available to members of the public to offer public comment. Citizens will be requested not to exceed a three minute time period for their comments. Chairman Giuliano recognized public comment from Mary Hartle Smith, who stated that she represented the Transit Regional Improvement Project. Ms. Smith explained that the coalition is a group of individuals working to improve transit in the region. She stated that they hope the TPC will look very deeply into transit. Ms. Smith stated that MAG has done a very good job establishing the freeway system, but MAG also needs to look at a transportation system that moves people swiftly. Ms. Smith stated that not everyone drives, and you can spend a lot of time getting places based on the current transit system. She stated that her group would like to work with the TPC over the coming months to work toward an integrated transportation system. Chairman Giuliano thanked Ms. Smith for her comments.

5A. Public Involvement Efforts

Dennis Smith stated that the public involvement process for receiving public input on the drafting of the Regional Transportation Plan is a component of the HDR contract. He noted that HDR is under contract now, in the amount of \$500,000, which was approved by the Regional Council. Mr. Smith noted that Cantelme, Kaasa and Associates is also under contract, for \$40,000. He stated that the contract with SR Beard, should the firm be approved, will be in the amount of \$60,000.

Kelly Taft stated that the TPC directed MAG staff to issue two RFQs for the Plan Development Advisor and the TPC Information Program. She stated that concerns were expressed about duplication of effort. Ms. Taft noted that a chart was at each place that would help explain the roles of each consultant. She reviewed the tasks listed on the chart. Ms. Taft noted that some of the tasks are joint tasks, such as identifying stakeholders; however, the consultants will be working closely together to coordinate efforts. Chairman Giuliano thanked Ms. Taft for her report.

5B. Request for Qualifications for the Transportation Policy Committee Information Program

Chairman Giuliano stated that at the October 23, 2002 TPC meeting, further review of the consultants for the Transportation Policy Committee Information Program was requested. He stated that on October 31, 2002, a review group that included Mayor Hawker, Eneas Kane, Kelly Taft and Dennis Smith, conducted a second interview of the three firms that responded to the Request for Qualifications. Chairman Giuliano stated that the review group reached a consensus that SR Beard and Associates be selected to conduct the TPC Information Program. Chairman Giuliano thanked Ms. Taft for her efforts on the RFQ process.

Mayor Hawker explained that SR Beard rose to the top of the list because of their existing relationship with those consultants already selected. He added that another factor was concern over the time commitment of the principals on the other teams. Mayor Hawker stated that SR Beard's relationship with the business community is good.

Mayor Hawker moved to recommend authorizing the MAG Interim Executive Director to negotiate a contract with SR Beard and Associates to implement a TPC Information Program in the amount of \$60,000. Councilmember Bilsten seconded, and the motion carried unanimously.

5C. Transportation Plan Advisor Discussion of Transportation Plan Challenges

Gary Kaasa, Cantelme, Kaasa and Associates, gave an overview of the firm. Mr. Kaasa stated that the firm is mostly a political consultant, and some public affairs. They do a lot of initiative work and were involved in many initiatives during the last election cycle, including the lottery, Indian gaming, and educational funding. Mr. Kaasa stated that their only defeat was proposition 101, trust land. He stated that many MAG cities have engaged the firm's services, so the firm is familiar with city processes. He stated that they have also worked with County and State elections as well. Mr. Kaasa stated that his firm was involved in the Phoenix and Glendale transit elections. He stated that Phoenix set the model for transit elections. They brought in consultants early to develop a plan that would get 50 percent of the vote. Mr. Kaasa stated that the Phoenix and Glendale elections won by large margins. He stated that he was working with the City of Mesa on their election, which has been postponed. Mr. Kaasa stated that his firm works on polling, citizen input and public outreach. Mr. Kaasa stated that the ballot language is an important element.

Mayor Thomas asked how Gunn Communications would assist in developing public policy. Mr. Kaasa replied that seeking citizen input beyond polling and focus groups was needed. If that can be quantified, it would be better. We need to have a feel for the climate and have citizen input. Mr. Kaasa stated that in preparing for the Phoenix, Glendale and Mesa elections, there were citizens committees that made recommendations to the Councils, which is a different circumstance than we now have. When we have the campaign, it will be powerful to say that we had citizen input.

Mr. Smith noted that Gunn Communications is a part of the HDR team. He stated that polling is flexible at this time. Depending on how much this committee wants them to be involved. Behavior Research will be involved in polling. Mr. Kaasa stated that his firm will be working cooperatively with Gunn Communications on public involvement. He commented that citizens need to feel that they had legitimate input into the plan and are getting fair value. Otherwise, you have the potential for discord and opposition.

Mr. Shultz stated that this is the citizens committee responsible for framing the plan. There needs to be balance in the ultimate plan. Public policy and planning need to come together for the authority to propose an election. Mr. Shultz asked if thought had been given to the responsibilities for shaping in a coordinated way the authority for proposing an election, consistent with this plan. Mr. Kaasa stated that it had been discussed, but it was not in his firm's area of responsibility. Mr. Shultz stated that had not been listed as anyone's responsibility. Mr. Kaasa stated that his firm is not a lobbying firm, but could work on that informally.

Chairman Giuliano stated that the public involvement process is separate on these three firms now, but will come together. Mr. Smith stated that at the last TPC meeting, direction was given to include the COG Directors, the Rural Transportation Advocacy Council, the League of Arizona Cities and Towns, and the County Supervisors Association in discussions about funding issues. He stated that a meeting of these groups has been scheduled for November 25th. Mr. Smith added that a report on this meeting would be made to the TPC at the December 18th meeting.

Chairman Giuliano stated that we need to know what our message is by the start of the legislative session.

Mr. Berry asked if funded projects would be limited to those projects listed in the packet. Chairman Giuliano replied that the project list was just a way to get input. He added that the ongoing studies will also help to identify those projects to be included in the plan. Mr. Berry asked if there had been a call to the public to bring in their ideas. Chairman Giuliano stated that getting public input would be a component of the HDR analysis.

Councilmember Bilsten commented that the responsibility for public involvement could also fall to the cities. Because of the short time frame and public involvement is already ongoing in cities, perhaps it should be done in our own communities.

Mr. Berry stated that ultimately, the list of projects is what will sell or meet the voters' approval. It is important that the best possible system is put together. He commented on not arbitrarily cutting off any project.

Mr. Kaasa acknowledged that a consistent message needs to be conveyed. He stated that his firm believes in polling early. He recommended quantitative polling to guide the decision-making process to reflect the needs of the Valley. Mr. Kaasa stated that the focus groups can test the ballot language. He related an example of a recent poll in Mesa conducted by Behavior Research, where 59 percent of the respondents supported the tax if the plan reflected their individual transportation needs. He added that if voters think that the plan will not make a difference, the ballot will fail. Mr. Kaasa mentioned that those polled favored bus service, light rail, dial-a-ride, wider streets, etc. He stated that reasons given for not supporting the tax were: higher taxes, the city would not spend the money wisely, and money should be spent in areas other than transportation. Mr. Kaasa stated that reassuring the citizens is important, and can be accomplished by a citizens oversight committee that assures that the money will be spent as promised. Mr. Kaasa stated that the ballot language must be carefully crafted so that it is positive to individuals. He recalled a measure for Pima County Community College that lost because the ballot language said this was a property tax increase, and no information was provided about how the project would benefit the community. Mr. Kaasa stated that his firm would be attending all of the TPC meetings until September and will be working with the other consultants.

5D. Discussion of Public Involvement Activities Under Transportation Plan Phase II

Chairman Giuliano stated that discussion on public involvement had taken place earlier in the meeting. He asked if there were further questions or discussion on public involvement activities. Hearing none, the Committee moved on to discussion of the next agenda item.

6. Conceptual Scope of Work for Regional Transportation Plan Phase II

Mike Connors, HDR Engineering, gave a presentation on the Scope of Work for Phase II of the RTP. He stated that scoping meetings are being conducted to refine the scope of work. He noted that a timeline calendar appeared on each slide of the presentation to show when tasks would be conducted. Chairman Giuliano asked if the project was on schedule. Mr. Connors stated that the project is running about two weeks behind schedule, but that HDR had done preparatory work before the contract was signed.

Councilmember Bilsten stated that talking points need to be completed by January for the legislature. They will require more than saying we are studying it. Mr. Connors stated that specific projects would not be available by January, but closer to summer.

Chairman Giuliano stated that the project list will not be accomplished by the consultant, but would be built by the Committee and studies. Mr. Smith noted that SR Beard will be developing the messages to the legislature. He stated that draft messages will be on the December TPC agenda. Chairman Giuliano stated that conference calls to brainstorm on the messages could be held.

Mr. Connors noted that planning process monitoring and coordination in this study would include reviewing current area studies and local jurisdiction input. Eric Anderson stated that a starter project list would be available at the next meeting, and the consultant will start building the database.

Mr. Berry stated that safety and goods movement need to be added to the criteria for evaluation.

Mayor Scruggs asked how the city sales taxes from Phoenix, Tempe and Glendale would fit in. Mr. Connors stated that their taxes would be used in the analysis just to get the full picture of the amount and use of revenue in the region.

Mr. Berry asked why unconstrained plans were being looked at. Mr. Connors replied that an analysis would show what we need. Mr. Berry asked why not ask for a 50 year plan. If we are asking for a 20-year plan, why are projects beyond that being looked at? Mr. Anderson replied that there are a couple of reasons to do a 40 to 50 year plan. He stated that one criticism is that future corridors are not being identified and preserved. Mr. Anderson stated that \$9 billion in additional investment will not completely solve the congestion problems and we could have lower levels of service in the future. Maintaining our current level of service is a plan that we have not done before. It could help answer the questions regarding what would be the plan and the level of transportation investment that would result in the desired outcome. That is why we add in illustrative projects. Mr. Anderson stated that the RTP will be updated on a regular basis.

Mr. Berry stated that it will be difficult to get the half cent sales tax extended when the reality is that a half cent will not be enough. If we feel that a half cent is the most we can get, we should restrain the plan to that. Mr. Anderson stated that other taxes may need to be beefed up, such as the gas tax, or perhaps regional development fees. He stated that the plan needs to incorporate additional revenues if they become available in the future.

Vice Mayor Schweiker stated that a broad, overall, 50-year view that is continually refined is needed. He expressed confidence that the extra effort will pay off for future generations.

Mayor Thomas asked if cost/benefits analyses would be done beyond the half cent scenario. Mr. Anderson stated that additional analysis could be done. Mayor Thomas commented on educating people about where future transportation is headed.

Mayor Manross stated that we have to have a vision. She expressed caution regarding how we present this. People generally do not look ahead 50 years. If the situation looks hopeless and we may need to have other tax increases, people will be discouraged. Mayor Manross stated that we need a clear message of what we are trying to do now.

Chairman Giuliano stated that the collection and dissemination of information as part of the overall plan are two different things. We will have to distill the information into what is most relevant.

Mr. Shultz stated that a constrained plan is a part of the bargain in receiving federal funds; however, it is a trap because there are strings attached. Mr. Shultz stated that in a high growth area such as ours, the elected officials set themselves up for criticism. He stated that this is the first time that a group has had the fortitude to deal with an unconstrained plan to see the real needs. He stated that starting with an unconstrained plan and seeing what we need is the honest approach.

Mr. Berry stated that he was not in vehement disagreement with anything, but had questions he would like answered. 1) Are we considering a time period other than 20 years? 2) Are we considering an amount greater than one half cent? 3) Are we considering revenue sources other than the half cent sales tax?

Vice Mayor Schweiker stated that he would like to keep it open ended. We might need more, so we should not lock ourselves in. Chairman Giuliano stated that this could be discussed in future meetings. Vice Mayor Schweiker stated that we need to know the figure first and work from there.

Chairman Giuliano stated that a key point is that we are data driven. It is important for us to have consensus on the evaluations. If we do not agree on what is important, we will not be able to agree on projects.

Bill Loudon, DKS Associates, stated that he looked forward to being involved in the RTP process. He provided detail on his background and experience that included work with regional transportation plans for 20 years. Mr. Loudon explained the project and system evaluation, key performance and evaluation issues, and goals and objectives.

Chairman Giuliano asked at what point do we concur with the weight given to the performance measures in the evaluation process, or would it be left general and ascribed to later. Mr. Loudon stated that the TPC would be defining these kinds of factors over the next two months as the methodology is developed.

Chairman Giuliano asked if this would be agendaized for action on a future agenda. Mr. Anderson replied that action would be probably be scheduled at each subsequent meeting. He added that a set of draft goals and objectives had been through the TRC. Chairman Giuliano stated that this is an important piece of the TPC's work and concurrence is needed.

Mayor Scruggs noted the second paragraph on page seven in the consultant response to the RFQ mentions determining project eligibility. She commented that it seems to state that projects would be screened and not all evaluated. Mr. Loudon replied that every project is eligible to be a part of the regional transportation system. He explained that projects may be grouped according to type. For example, projects that are local in nature may be grouped in one category. Mr. Loudon stated that this step is not to say that a project would not be eligible, but to place it in a group.

Mayor Scruggs asked if all projects would be eligible to be evaluated according to performance criteria. Mr. Anderson replied that as you go through the lists, there are projects where we might not have the ability to show the impact and what they do for the system. If desired, money could be set aside each year for these types of projects, i.e., bike and pedestrian. Mr. Anderson stated that it is difficult to model these small projects.

Mayor Scruggs stated that if the Committee decides to set aside money for bike and pedestrian, there would be a selection process. How and when will the TPC have input into determining that criteria? Mr. Anderson stated that you would have to sort projects by mode and project selection criteria should be determined by the TPC.

Chairman Giuliano stated that money may be allocated in our plan for small projects, but not specifically for those projects because they will be selected later.

Mayor Scruggs stated that there is a difference of opinion whether a valid criteria is anticipated growth in the area. Some feel that existing should be taken care of first. There needs to be a point at which we determine the criteria so a project moves forward.

Mr. Shultz stated that this is what the Vision 21 Task Force worked through. As the consultant continues to put together performance standards and evaluations a lot of material will be assembled. Mr. Shultz stated that it will be up to the TPC to apply the findings in an appropriate way. For example, 10 percent may be allocated for pedestrian access, even if it does not exactly fit the criteria, it becomes a process of applying the technical results. Also, multi-modal services may not work in the region strictly based on performance standards and policy judgements will be needed.

Mr. Loudon stated that given the time available, the focus will probably need to be on the development and evaluation of packages of projects. Mr. Smith stated that expected growth is included in 20-year modeling.

Mayor Thomas asked if the evaluation criteria had been established. Mr. Loudon replied that criteria had not been established and proposed options would be drafted and presented to the TPC for discussion and action. Mayor Thomas asked the federal requirements. Mr. Smith replied that federal requirements include a 20-year financially constrained plan. He added that TEA-21 went further to include illustrative projects. Mr. Smith noted that safety is also a consideration.

Chairman Giuliano stated that discussion of criteria evaluation could be allocated extra time by not having other items on the agenda.

Mr. Arnett asked about the accuracy of modeling for data/population/traffic movement. Mr. Anderson stated that socioeconomic projections are key. A presentation on modeling could be brought forward to the TPC. Chairman Giuliano asked if a summary of the projections was available. Mr. Arnett stated that the kinds of growth in the northwest and southeast concerned him. Mr. Anderson stated that draft projects are available now that have gone through an extensive round of local government review. A big consideration is that growth projections are reasonable. One area we are re-examining is the state land piece in Pinal County. Mr. Anderson stated that we have that information in draft form. He explained that we do not yet have a population control total from the County DES; therefore, the information has not been finalized. Mr. Anderson advised that the control totals are expected in the spring.

Chairman Giuliano stated that there needs to be concurrence. He directed that staff draft a summary of the modeling process and provide the summary to the Committee. Mr. Anderson stated that modeling staff could attend the December TPC meeting to answer questions, if desired.

Mayor Scruggs stated that the general plans were the basis for modeling. She asked for confirmation that the general plans would not be changed. Mr. Anderson replied that was correct. Mayor Scruggs asked for clarification of the involvement of DES in the process. Mr. Anderson replied they are operating at the County level. Mr. Smith added that the REMI model, recently approved by the Regional Council, is a way of analyzing control numbers. Mayor Scruggs stated that the County holds a certain total population, but how is it determined where the population is distributed? Mr. Anderson stated that the TAZ level distribution of population and employment within the County is determined by MAG and has been reviewed and revised by city staff. About 98 percent of the work has been completed. Mr. Loudon stated that in order to do the RTP Phase II study within the time frame available, we will use known tools and data.

7. Business Coalition Report

Mr. Shultz stated that the Business Coalition is an organization of nine businesses. He stated that the Coalition is in support of the half cent sales tax extension, and one of the top concerns of the business community is to have adequate transportation systems. Mr. Shultz advised that the Coalition wants to reserve judgment on total support until they see the final plan.

Mr. Almanza stated that there is much support by various groups for transportation. The business community is in the business of developing the community, and transportation helps them reach their goal. Mr. Almanza stated that the business community has indicated support for the extension of the half cent sales tax, but they want to see a product.

Mr. Shultz stated that as the TPC goes through the process, he suggested that the Business Coalition be contacted in a formal manner. Mr. Shultz added that the Coalition touches thousands of businesses.

Mayor Thomas asked if there was a sense if the business community would support taxes other than the half cent sales tax. Mr. Shultz replied that the process the business community used utilized the 26 revenue sources developed and identified by the Vision 21 Task Force. He indicated that he did not think anything is off the table. If other viable sources were identified, they would discuss them.

8. Air Quality Update

Lindy Bauer stated that the brief of the lawsuit filed by the Arizona Center for Law in the Public Interest was included in the agenda packet. Ms. Bauer stated that the main arguments are that the Plan fails to include CARB diesel and agricultural controls do not comply with requirements for best available control measures and most stringent measures. Ms. Bauer stated that the suit cited the California agricultural measures as more stringent. She added that the brief says that the EPA abused its discretion in granting the State an extension of the attainment date to December 31, 2006. Ms. Bauer stated that the Center requested that the Plan be determined as inadequate, and EPA's determinations on the plan be vacated. The Center also requested that EPA be required within six months to revise the determinations, require the State to revise the Plan, or impose a federal plan. Ms. Bauer displayed the lawsuit timeline. She noted that the EPA's brief is due November 19, 2002. She added that a copy of the brief would be mailed to the Committee when it is received. Ms. Bauer stated that at their October 30, 2002 meeting, the Regional Council approved developing a unified strategy for effective representation for the region. She stated that Representative John Shadegg has been briefed on the issue, and an ad hoc gathering of interested attorneys has been meeting on the issue. Chairman Giuliano thanked Ms. Bauer for her report.

9. Discussion of the Results of Recent Transportation Elections

Chairman Giuliano stated that a map was at each place that showed the results of recent transportation-related elections. Mr. Smith encouraged all to read the "Measuring Up" report that was at each place. He pointed certain sections that could be of interest to members, including a summary of 20-year ballot measures was on page four; other revenue sources on page six; recommendations from the report on page 11.

Tom Remes provided an overview of the 32 recent transportation elections held nationwide. This information was included in the packet at each place. Mr. Remes noted the half cent sales tax extension elections in California. The election failed in Fresno; however, a two-thirds vote level was needed for passage. He stated that the Riverside measure passed and provides for a 30-year extension of the tax for roads and transit. Chairman Giuliano stated that Mr. Kaasa might assist in obtaining information on other elections. Mr. Remes stated that the red outline on Arizona indicated proposition 100 that did not pass. Chairman Giuliano expressed his appreciation to Mr. Berry for suggesting that this item for the agenda.

Mayor Thomas stated that it would be helpful to have information distributed as soon as possible before the Committee is at the table.

Chairman Giuliano announced that he had been notified that Jim Pulice, Jr. had left Pulice Construction and has resigned from the TPC. He stated that the process would begin for replacing him on the Committee.

Mayor McDermott asked about efforts to keep the rural interests informed. Chairman Giuliano replied that the rural interests have been invited to the COG Directors meeting, scheduled for November 25, 2002.

Mr. Shultz brought up offering Committee seats to the new House and Senate Transportation Chairs. Chairman Giuliano stated that their membership on the Committee would be automatic as the appointments are announced.

There being no further business, the meeting adjourned at 7:00 p.m.

Chairman

Secretary